DECKER Communications, Inc.

Decker Method: Effective Communicating™

Three Day Agenda

Number of Videotapings per Participant: 15

Number of Private Coaching Sessions per Participant: 3

Day One

- **Skills for Effective Communication**
  Sustained eye communication to gain attention and build trust
  Strong posture and purposeful movement to communicate confidence
  Gesture and facial expression to reflect energy and attitude
  Language and pauses to add clarity and emphasis
  Vocal variety to reflect energy and emotion
  Appropriate dress and appearance to align with listeners
  Humor to add warmth and interest
  Listener involvement to increase attention and retention
  Natural self to build on your own personality and style and increase believability

- **Impromptu speaking**
  Thinking on your feet
  Unblocking your mind

- **What counts in communicating**
  Trust and believability
  Listener retention

- **Organizing and developing content**
  Knowing the mind and increasing retention
  Focused point of view and strategies for creating a presentation
  Openings and closings
  Presenting technical information for greater comprehension

- **Involving your audience**
  Techniques to create dialogue and interest
  Generating involvement through your style, interaction and content
  Using humor to develop rapport

- **Dynamic visual aids**
  Tips for creating effective visuals
  Supporting and enhancing key points

- **Communicating in a seated position**
  Keeping listener attention
  Maintaining group energy

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improving the way business communicates

Source: https://www.industrydocuments.ucsf.edu/docs/gkgm0004

Day Two

- **The natural communicator in all of us**
  Using energy and enthusiasm to show, and generate, interest in your subject
  Incorporating the physical element into all of your communications

- **Interacting with visual aid technology**
  Do's and don'ts of using visual aid equipment
  Practicing with overhead projectors and flipcharts

- **Delivery of a 3-5 minute presentation with prepared content**
  Techniques for using notes
  Using the Decker Grid System™
  Incorporating the effective use of visual aids
  Applying effective communication skills

- **Responding to challenging questions**
  Getting to the point succinctly and confidently
  Using positive body language to reinforce your answers
  Avoiding hostile situations
  Including everyone in your response
  Moving the group forward

- **Program summary & discussion of your natural style**
  Incorporating the communication skills into your natural style
  Identifying your new starting point
  Plans for practicing and preparing for Decker Method: **The Next Step™**

Day Three - "The Next Step"

- **The Driver skill**
  Identifying the skill that has the greatest impact on your natural style

- **Eye communication – the most important skill**
  Combining eye communication with question and answer techniques

- **Proficiency with all of the communication skills**
  Increasing your ability to work on multiple skills at the same time
  Practicing a seated and a standing communication
  Receiving on the spot feedback from Decker consultants

- **Using visual aids**
  Incorporating visuals effectively
  Practicing with various media

- **The cornerstones: review of the Decker Grid System™**

- **The Ultimate Relevancy exercise**
  Applying the communication skills learned to your actual workplace communication situations
  Maximizing the application of these new skills

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